T. of p. follows Index.

ELECTRICAL WEST

Published by McGraw-Hill Company of California
San Francisco

●

INDEX
to
VOLUME LXXVIII

ELECTRICAL WEST

Published by McGraw-Hill Company of California

San Francisco

Index to Volume LXXVIII

Illustrated articles are designated by an asterisk (*), editorial by a dagger (†)

(Note: Owing to the method of pagination in this volume, it is necessary to use an abbreviation before the page number of each item to indicate the month in which it appeared.)

PAGES BY ISSUES

January J1-72
February F1-88
March Ma1-92
April A1-96
May M1-76
June Ju1-188

A

Accidents:
- Causes of Accidents Among Commercial Fleet Operators by R. S. Maxwell, Ju139.
- Eye Examinations for Industrial Workers by Richard F. Berg, Ju142.
- Methods of Protection Against Oil Fires by O. L. LeFever, *Ju130.
- 1936 Personal Accident Experience of Member Companies by J. D. Ellis, Ju140.
- Status of Electric Fences in Oregon by R. J. Davidson, Ju141.
- When Disaster Strikes, Ju155.

Advertising:
- Advertising's Place in Rural Electrification by Eugene C. Schuh, Ju117.
- Rural Advertising, by Harvey Leach, Ju104.
- Utility Advertising by James Lightbody, Ju102.

Air Conditioning:
- Aspects of, by J. E. Yates, Ju113.
- Let's Use Night Air to Sell Air Conditioning, by R. H. Robinson, Ma42.
- Low Cost Air Treating for Rural Homes, F. A. Brooks, *A44.
- Utah's Biggest Air Conditioning Job at Kress', A86.

Alameda, City of:
- Alameda Offers Trial of Electric Heating Equipment, A51.

Alameda County Court House, Ma50.

Appliance Sales Guide, J37, F45, Ma33, A57, M41, Ju80.

Appliance Sales Reports, F67, Ma37, A56, M40.

Arc Welding:
- $200,000 Offered by Lincoln Arc Foundation, Ma70.

Arizona Power Company:
- Builds Transmission Lines, by M. M. Bridgwater, F39.

Associations, Trade:
- Agenda for Contractors' Meeting Announced by Boyd, A47.
- Appliance Society Chooses Officers Ma77.
- Contractors Directory Also Contains Report, J53.
- Construction Group Plans Contractor Act Changes, Ma47.
- Contractors Law Being Strengthened Butcher Tell Convention, M48.
- Enlarge Directorate, Ma82.
- Fresno Dealers Determine Trade-in Schedule, *M39.
- L. A. Contractors Elect Officers for 1937, *J53.
- Maintenance Engineers, Ju159.
- Maintenance Engineers, M52.
- Maintenance Engineers Enlarge Directorate, Ma82.
- Maintenance Engineers In Record Meeting, *J69.
- N.E.C.A. Convenes at Sacramento, *J52.
- New L. A. Code Opens Business Opportunities, A47.
- Rocky Mountain Groups Form New League, A75.
- Sales Opportunities in Utility Program Explained, A46.
- Short Enlists Maintenance Men in Safety Engineering, M52.
- Southern League Makes Promotion Plans, Ma73.
- Strong Program Planned for Contractors Meeting, Ma47.
- Two Inspectors Meetings Discuss Problems, Ma47.
- Variety Features Cal-Tech Program of Inspectors Association, M49.
- Voluntary Code Started by Los Angeles Group, Ma47.
- Wholesalers Attend Record. Meeting Ma72.

Aviation:
- Airplane Factories Continue Boom in San Diego, by A. E. Holloway, F59.

B

Balancing Equipment:
- Procedure in Balancing Large Hydro-Electric Units, by J. C. Gaylord, *M25.

Ben Franklin Club:
- Elects Officers, M70.

Bill Jones Speaks:
- About Deflating Inflation, F49.
- On the Universal Agent, J29.
- To the Convention, Ju51.

Boilers:
- Increasing the Capacity of the Northwest's Largest Boiler, by Russell F. Miller, *J42.

Bonneville Project:
- Electrical Features of, by L. E. Kurtichanof, *Ju127.
- McNary Bill Remains Unchanged, F69.
- New Bill Fails to Settle Key Issues, Ma75.
- Oregon Planning Board Reports on Bonneville, J59.
- Senators Introduce New Bonneville Bill, M56.

Books:
- Control of Electric Motors by Paisley B. Harwood, Ma90.
- Dielectric Phenomena in High Voltage Cables by D. M. Robinson and P. V. Hunter, Ju185.
- Electric Power on the Farm, Ma90.
- Electron Tubes in Industry, by Keith Henney, Ju185.
- Handbook of Engineering Fundamentals, O. W. Eshbach, J185.
- Industrial Electrical and Wiring, James A. Moyer and John F. Wostrel, Ju185.

Boulder Canyon Project:
- Boulder Contracts Begin, Ju160.
- Boulder Power Market Sought by L. A. Bureau, by A. W. Elliott, *F53.
- Boulder Power Stimulates Electrical Expansion, F43.
- Boulder Contracts May be Revised, M67.
- Contracts Awarded for Boulder Equipment, Ma71.
- Modernization Improves Hydro Plant Efficiency by L. M. Robertson, *J48.
- Waters Impound Behind Boulder Dam, Ju164.

British Columbia Elec. Railway Co.:
- Commercial Rates Cut by, F70.
- "Going Places" Dramatized in B. C. Electric Show, *A49.
- Launches New Dealer Plan, by W. C. Mainwaring, *F50.
- To Install 47,000-Hp. Turbine, A83.

Bureau of Power and Light:
- Los Angeles "Going to Town" With Ranges, Water Heaters, M33.
- Los Angeles Votes to Buy Power System, J60.
- Prepares for Growth by G. M. Desmond F43.
- Will Reduce Rates, M63.

Bureau of Radio and Electrical Appliances:
- Launch San Diego Program with Small Appliances by J. Clark Chamberlain, F59.
- San Diego Stages "Coming Out Party for Table Appliances," by J. Clark Chamberlain, *A50.
- 'Spring Fair" Decided by San Diego Bureau, M38.

C

Cables:
- Rigid Conduit vs. Cable for Customers' Service by Carl C. Mak, M31.

California Oregon Power Co.:
- Direct Effort on Minimum Group, by Glenn L. Jackson, *F52.

California Railroad Commission:
- Informal Investigation — A new Approach to Regulation, by E. F. McNaughton, *Ju54.

California Water Authority:
- State Water Authority Protests P.G. & E. Plants, J58.

Central Arizona Power and Light Co.:
- Central Arizona Co. Schedules Big Program, A82.
- Home Service Girls Sell for Central Arizona, by A. F. Morairty, *F52.

Central Valley Project:
- President Asks Funds for Western Projects, F68.
- P.G.&E. Offers to Buy Entire Output of Kennett Dam, Ma69.
- Kennett Power Disposal to be Studied, A78.

Cheyenne Light, Fuel & Power Co.:
- Construction Program, F38.

Coast Counties Gas and Elec. Co.:
- Load Limiting Device Brings Lower Rates, J50.

Codes and Ordinances:
- 1937 Revision of N.E.C. at It Affects Utility Companies by M. T. Crawford, Ju133.
- New L. A. Code Opens Business Opportunities, A47.
- Voluntary Code Started by Los Angeles Group, Ma47.

Colorado Public Utilities Commission:
- Seek More Authority Ma69.

Conduit:
Rigid Conduit vs. Cable for Customers' Services, by Carl C. Mak, M31.

Contractors, Electrical:
Contractors Warned to Report Ownership Changes, F74.
Contractors Installing Water District Jobs, F78.
Opportunities in Statistics, F50.

Construction:
Construction Programs Reflect Confidence in Sustained Growth,*F34.

D

Dealers:
B. C. Electric Launches New Dealer Plan, by W. C. Mainwaring, F50.
Broaden Dealer Program in Pacific P. & L. Territority, by Guy Davis, *F57.
Carson City Dealer Combines Store Opening, Ma37.
Dealers Do More Business on Puget Sound Lines, by S. P. MacFadden, F58.
Edison System Tops Highs in All Records, by W. L. Frost, *F63.
Nevada-California Starts New Dealer program, by George E. Bigelow, F64.
Northwestern Associated Dealers Experience Fine Year, by James B. Buman, *F55.
Opportunities—in Statistics, F50.
Pepco Works for Joint Promotion, by A. C. McMicken, *F57.
San Joaquin Valley Dealers Top Sales in 1936, by Frank Easton, *F60.
Sierra Pacific Power Is Proud of Dealer Business in 1936, by Fred Hodge, F62.
Southern Colorado Power Inaugurates Dealer Policy, by G. W. Milliken, *F63.
Spokane Region Dealers Do Record Year's Business, by Lewis A. Lewis, *F66.
Utah Power and Light Coordination Dept. Reports Outstanding Year, by L. E. Baldwin *F64.
Utility Sales Executives Seek New Aids for Dealers, A66.
Western Colorado Dealers Aided to Best Year's Sales, by R. R. Rowell, *F66.

Dealer Sales Report, J41.

Distribution: (See Transmission and Distribution)

Distributors:
Distributors Point Out Need for Cooperation, Information, A64.
Opportunities—in Statistics, F50.

E

Edison Electric Institute:
The Industry Looks Ahead, by C. W. Kellogg, Ju156.

Electra's Husband:
The Boss Eats Across the Street, J51.
How the Economy is Planned, Ma46.
More Power to You? M45.
Power, Gold and Oysters, Ju50.
A Wide Open Forum, A48.
The Yanks Are At It Again, Again, F44.

Electric Appliance Society:
Society Launches First Refrigerator Campaign. A49.

Electric Appliances, Miscellaneous:
Appliance Trade Dinner Features Spring Market, F76.
B C. Electric Launches New Dealer Plan, by W. C. Mainwaring, F50.
Broaden Dealer Program in Pacific P. and L. Territory, by Guy Davis, *F57.
Copco and Mt. States Direct Effort on Minimum Group, by Glenn L. Jackson, *F52.
Dealers Do More Business on Puget Sound Lines, by S. P. MacFadden, F58.
Edison System Tops High in All Records by W. L. Frost, *F63.
Home Service Girls Sell for Central Arizona, *F52.
Hotpoint Appliances Move Through New Outlets, A91.
Idaho Power and Dealers Continue Strong Sales Drive, by R. E. Gale, F53.
Launch San Diego Program With Small Appliances, by J. Clark Chamberlain, F59.
Los Angeles "Going to Town" With Ranges, Water Heaters, M33.
Meter Tests Prove Low Cost of Appliance Use, A55.
Nevada-Calif. Starts New Dealer Program, by George E. Bigelow, F64.
Pepco Works for Joint Range Promotion, by A. C. McMicken, *F57.
Rocky Mountain Region Plans "Tops" Activity, F58.
San Diego Stages "Coming Out Party for Table Appliances," by J. Clark Chamberlain, *A50.
San Joaquin Valley Dealers Top Sales in 1936, by Frank Easton, *F60.
Seasons Defied in Northern California Cooperative Drives, by H. M. Crawford, *F56.
Seven Entertainment Services for Every Home Predicted at Western Furniture Exchange Spring Market, *Ma28.
Spokane Region Dealers Do Record Year's Business, by Lewis A. Lewis *F66.
Tacoma City Department Continues Long Terms, by A. Anderson, F64.
Trial Plan to Promote Ranges, Water Heaters, by J. F. McAllister, Ju95.
Utah Coordination Department Reports Outstanding Year, by L. E. Baldwin, *F64.
Utility Attitude Toward Promotion of Socket Appliances, by F. M. Ingraham, Ju95.

Electric Clubs:
Portland Electric Club Elects Officers, F79.

Electric Cookery:
Commercial Cooking Report, by C. T. Bakeman, Ju108.
Roaster Campaign Starts in San Joaquin Valley, M35.

Electrical Heating:
Alameda Offers Trial of Electric Heating Equipment, A51.
Electrical Heating of Residences, by H. V. Carpenter, *A37.
The Bath Room Heater, M51.

Electric Kitchens:
Hotpoint Swings Into the Full Kitchen Line, A53.
Kitchen Design—An Aid to Load Building, by Walter Brenton, Ma41.
Selling All-Electric Kitchens, by Ardell Welch, Ju99.
Westinghouse Bring Kitchen Clinics on Western Tour, *M35.

Electric Ranges:
Alameda Offers Trial of Electric Heating Equipment, A51.
Astounding Market Promises Expanding Sales and Load, *A61.
Contest on Ranges Sponsored in Portland, M37.
How to Handle a Trouble Call on a Range, by Audrey Herrington, Ju97.
Los Angeles "Going to Town" With Ranges, Water Heaters, *M33.
Outstanding Opportunity, M51.
Pepco Works for Joint Range Promotion, by A. C. McMicken, *F57.
Range Accessory is Effective Offer, A49.
Range Campaign Starts as Refrigerators Carry on, *M36.
Survey Points the Way to Greater Range Sales, M38.
Trade-In Features Spokane Range Campaign. M38.
Trial Plan to Promote Ranges, Water Heaters, by J. F. McAllister, Ju95.

Electric Water Heaters:
Los Angeles "Going to Town" With Ranges, Water Heaters, M33.
National Drive Planned to Promote, *Ma74.
Outstanding Opportunity, M51.

Electrical Development Leagues:
Development League Will Stress Adequate Wiring, by F. L. Hockensmith, F54.
Rocky Mountain Region Plans "Tops" Activity, F58.

Electrical Production:
Looking Ahead to 1980, *A31.

Electrical Inspectors:
Inspectors Make Available Booklet on Home Safety, J36.

Engineering Symposium:
Increasing the Capacity of the Northwest's Largest Boiler*, by Russell F. Miller, J42.

Executives Look Ahead, *F32.

Expositions and Shows:
Christmas Appliance Show Tops, *J32.
Electric County Fair Held in Los Angeles*, J33.
Frigidaire Show Continues to be "the Tops," *Ma30.
'Going Places" Dramatized in B. C. Electric Show, *A49.
Rocky Area Exposition Score Success, J36.
Sales Shows—How the Manufacturers Announced 1937 Line Features, Ma29.
"Spring Fair" Decided by San Diego Bureau, M39.
Westinghouse Show "Going Places in 1937," *Ma31.
Westward the Course of Empire, by Charles L. Huyck, *Ju56.

F

Fairbanks-Morse & Co.:
Awarded Contract Municipal Plant to be Built in Idaho, M66.
Fairbanks-Morse Covers Entire West with Meetings, A53.

Fair Trade Act Sustained, J54.

Federal Power Commission:
Federal Power Commission Makes Annual Report, Ma71.

Flathead Project:
Slide Kills Seven on Project, A75.

Federal Developments:
The Challenge from Federal Power Developments, by George C. Tenney, Ju90.

Federal Power Commission:
Scores Legislation, Ju160.

G

Governors:
Round-Table Discussion of Hydraulic Governors, Ju128.

Graybar Electric Company:
Graybar Promotes in San Francisco, F81.

H

Hail 1937, J54.

Heating, Electric:
Electrical Heating of Residences by H. V. Carpenter, Ju137.

Heating Industrial:
Industrial Power and Heating, by George Ellerbeck, Ju105.

Hijack, Ma49.

Hydro Plants:
Construction and Additions to, F37.

Hydraulic Plants:
Hydraulic Repair Practice, by T. C. Stavert, *Ju67.

I

Idaho Falls, City of:
Licensed to Build Snake River Plant, Ju172.

Idaho Power Company:
Construction Speeded at Snake River, F68.
Additions to Total $3,040,000, by H. L. Senger, *F36.
Idaho Power and Dealers Continue Strong Sales Drive, by R. E. Gale, F53.
Ignorance Breeds Obstacles, by W. C. Mullendore, J27.
Illuminating Engineering Society:
Rankin Made I.E.S. Chairman Second time, J41.
Industrial Power:
Industrial Power and Heating, by George Ellerbeck, Ju105.
Insulation:
Some Developments in Utility Engineering Nationally, by J. O'R. Coleman, Ju123.

K

Keep the House in Order, Ma48.

L

Legislation:
California Law Aids Public Power, M56.
California Solons Urge State System, F68.
Hard Up Legislation, M51.
McNary Bill Remains Unchanged, F69.
Lighting:
Artificial Light Makes Pecans Fatter, J31.
Building the Farm Lighting Load, by Walter E. Potter, Ju119.
Coast Counties Lights Up, *M54.
Commercial and Industrial Lighting, by G. B. Bocarde, Ju110.
Garden Lighting Benefits From Christmas Campaign, A53.
Home Lighting Progress, by Walter E. Potter, Ju100.
Home Service Girls Sell for Central Arizona, *F52.
I.E.S. President Regar Visits Western Chapters, *Ju170.
In Quest of Light and Intelligence, by A. W. Ray, *Ju71.
Japanese Plan Lamp Works in British Columbia, J58.
"Light Marches On," *Ju151.
Light Sources, Apprenticeship Distinguish May Meeting, Ju159.
New Load from New Lights, Ju152.
No Accident in Year on Sodium Lighted Road, F74.
Recent Developments in Utilization of Electric Service, by Corbett McLean, J138.
"Sample" Lighting Jobs Help Sell Permanent Ones, M53.
Second Series of Seeing Conference for East Bay, F79.
"Seeing" and Pamphlets Available for Promotion, A56.
Selling Better Light, by Walter E. Potter, Ju103.
Sky is Only Limit to Light for Seeing, *Ma29.
Street and Highway Lighting for Safety, by C. T. Bakeman, Ju112.
The Utility Lighting Sales Organization, by J. Homer Shaw, Ju111.
Load Building:
How to Sell the Minimum Customer, *Ju75.
Loads—Load Factors:
Domestic Loads and Annual Load Factor, by Fred R. Groch, *A41.
Los Angeles Bureau of Power and Light: Boulder Power Market Sought, *F53.
L. A. Votes to Buy Power System, J60.

M

Maintenance Engineers: (See Associations, Trade)
Manufacturers:
Manufacturers Take Broad View Emphasize Inter-relations, A63.
Opportunities—in Statistics, F50.
Sales Shows—How the Manufacturers Announced 1937 Line Features, Ma29.
McGraw Award:
Industry Assembles for McGraw Presentation*, J35.
Metropolitan Water District:
Contractors Installing Water District Jobs, F78.
Minimum Users by Choice, Ma49.
Meters-Metering:
Economy, the Goal of Sequence Change, by R. G. Jones, *A42.
Field Experience With the New Meter Sequence, by C. P. Taylor, Ma40.
Meter Developments and Improvements, by Reno Thatcher, *Ju136.
Meter Obsolescence and Replacement, *Ma38.
Methods of Detecting Current Diversion, by Grafton R. Geering, Ma39.
Report on Weathering of Socket Meters, by Julius Klose, A39*.
The Operators' Viewpoints On Demand Meter Practice, by Kyle M. Stevens, Ju65.
Turbine Supervisory Instruments Check Operating Conditions, *Ju68.
Monorail Crane System Speeds Shop Handling, *J56.
Mountain States Power Co.:
Direct Effort on Minimum Group, by Glenn L. Jackson, *F52.
Municipal Dept. of Water & Power:
New L. A. Bureau Office Displays Dealer Appliances, J36.
(See Bureau of Power and Light)
Municipal Ownership:
Two Power Measures Ruled off Ballot, F76.
Bond Election Set in Fresno, J60.
California Law Aids Public Power, M56.
California Solons Urge State System, F68.
Complications in Ogden Municipal Issue, Ma72.
Decision Awaited on Ogden and Provo Cases, F70.
Exploding Half Truths, M50.
Fresno Voters Crush Proposal, Ma69.
Legislatures Reject Public Power Bills, A78.
Mountain States Co. Sues to Stop Bond Issue, J60.
Municipal Power Before S. F. Voters, F69.
Plant to be Built in Idaho, M66.
Power and the Press, †Ma27.
Sacramento to Start Condemnation of P. G. and E., J62.
San Diego Turns Thumbs Down on Municipal Ownership, A78.
San Francisco Seeks New Power Proposals, A78.
San Francisco to Vote, Ma69.
Three Elections, A70.
U. S. Sues to Halt S. F. Power Sales, M56.
Yakima Voters Defeat Power Proposal by 6 to 1, J60.

N

Nevada-California Electric Corp:
Corporation Headquarters Moved to Riverside, J60.
May Top $2,000,000, by R. H. Halpenny, F43.
Starts New Dealer Program, by George E. Bigelow, F64.
Submits Plan for Imperial Development, Ju162.
Northwestern Electric Co.:
Northwestern Associated Dealers Experience Fine Year, by James B. Buman, *F55.
Portland Companies Distribute Income, F70.
Prepares for Load Growth, by E. F. Pearson, F42.
Northwest Electric Light and Power Assoc.:
Accounting, Subject for Northwest Meeting, M63.
Business Group to Meet, Ma70.
Business Section Meeting Draws 320 to Salt Lake, A76.
Committee Reports, Ju85.
Do Not Anchor Here, by Davis M. DeBard, Ju88.
Engineering Group Will Meet, A83.
Engineers Hold Section Meeting, M65.
Introductory Statement, by George H. Wisting, *Ju86.
Relationship Between Commercial and Engineering Departments, by W. C. Mainwaring, Ju122.
This is 1937—So Let's Be that Way, by George M. Gadsby, *Ju46.

P

Pacific Coast Electrical Association:
Complete P. C. E. A. Convention Program, M60.
Fulfilling Our Obligation, by F. B. Lewis, *Ju49.
Northern Calif. Committee on Adequate Wiring Report, *Ju52.
Plans Near Completion for Convention, A80.
Progress in Public Service Is Convention Theme, *Ju149.
Raymond L. Alvord Elected 1937-38 President, *Ju158.
Reveals Convention Plans, Ma70.
Pacific Coast Electrical Bureau:
Wiring Booklet Issued by Bureau for Public, A54.
Pacific Electric Mfg. Corp.:
Pacific Electric Becomes Independent, J68.
Pacific Gas and Electric Co.:
Declares Dividend, J60.
Domestic Rates Cut, F68.
Hunt Thieves Who Stole Hot Line, A75.
Offers to Buy Entire Output of Central Valley's Kennett Dam, Ma69.
Plant Expansion Planned, by A. H. Markwart, F41.
Range Accessory is Effective Offer, A49.
Range Campaign Starts as Refrigerators Carry on, *M36.
Sales Opportunities in Utility Program Explained, A46.
Seasons Defied in Northern California Cooperative Drives, by H. M. Crawford, *F56.
U. S. Sues to Halt S. F. Power Sale, M56.
Pacific Power and Light Co.:
Broaden Dealer Program in Territory, by Guy Davis, *F57.
Portland Companies Distribute Income, F70.
To Spend $650,000, F42.
Pine Flat Project:
Federal Backing Sought, F70.
Pole Preservative Announced, Ma 74.
Portland General Elec. Co.:
Contest on Ranges Sponsored in Portland, M37.
New Facilities Required for "Pepco" Record Load, by Walter Brenton, F39.
Pepco Works for Joint Range Promotion, by A. C. McMicken, *F57.
Power Plants:
Economics of Industrial Power Plants, by A. H. Greisser, Ju132.
Precipitation:
Check-up Reveals Snow Shortage, A75.
Public Relations:
The Responsibility of Commercial Departments, by E. H. Adams, Ju91.
Public Service Company of Colorado:
Public Service Co. Budgets $3,688,410, by A. H. Heitzler, F37.
Refrigerator Code Adopted in Denver, A55.
P.W.A.
Court Upholds, Ju160.

Puget Sound Power and Light Co.:
Dealers Do More Business on Puget Sound Lines, by S. P. MacFadden, F58.
Plans $1,761,000. Program, by W. H. McGrath, F43.
Slide Demolishes Puget Sound Hydro Plant, J58.
Two Power Measures Ruled Off Ballot, F76.

Pumps, Pumping:
Drainage by Pumping Improves the Soil, by Ben W. Faber, *M47.

Q

Quality Electric Co., *A74.

R

Radio:
Marvel of Radio Lays 'Em in Aisles, Ju158.
Radio Programs that Sell. by Edith Rauch, Ju99.
Take Radio Studio Show to Small Towns*, *J34.

Ranges:
All Industry Joins in Symposium to Build Business, A63.
Distributors Point Out Need for Cooperation, Information, A64.
Manufacturers Take Broad View Emphasize Inter-relations, A63.
New Western Range Factory Starts Production Lines, *J61.
Norge Ranges Actively Enter Western Market, Ma32.
The Northwest Offers A Model In Cooperative Marketing, *A65.
Utility Salesmen Show Many Means to Bigger Sales, *A68.
Utility Sales Executives Seek New Aids for Dealers, A66.

Research:
Ramblings in Research Give Glimpse of Future, *Ju150.

Rates:
Commercial Rates Cut by B. C. Co., F70.
Domestic Rates Cut by P. G. and E., F68.
L. A. Bureau Will Reduce Rates, M63.
Power Rates S.C.E. Co. Go Down, Ju160.
Washington Water Power Reduces Rates, M58.

Refrigeration, Electric:
G. E. Refrigerators Come by Trainload, Ma31.
Grunow Products Shown by Connelly Co. in Northwest, A53.
Kelvin Home is Focus of Kelvinator Ambition, *Ma32.
Fresno Dealers Determine Trade-in Schedule, *M39.
Frigidaire Show Continues to be "the Tops," *Ma30.
Range Campaign Starts as Refrigerators Carry on, *M36.
Refrigerator Code Adopted in Denver, A55.
Society Launches First Refrigerator Campaign, A49.
Stewart-Warner Shown Early to Dealers, Ma29.
Westinghouse Show "Going Places in 1937," *Ma31.

Residential Sales:
Group User-Classes, by Beth Fillmore, Ju98.
Home Modernization, by George W. Madison, Ju93.
Home Service Report, by Nancy Finch, Ju96.
Introductory Statement, Ju93.
Making Certain That Small Appliances Are Used, by Estella Dorgan, Ju98.
What Customers Want to Know, by Audrey Herrington, Ju97.

Rocky Mountain Electrical League:
Association Reports, J45.
Engineers Exchange Ideas At Denver, M62.
In Gift Month Promotion, Ju168.
New Rocky Mountain Leagues Being Founded Ju162.
Ours is a Twofold Responsibility, by Guy W. Faller, *Ju47.
Preliminary Cost Data on Small Steam Plants, by A. A. Woodward, *J45.
Rocky Mountain Region Plans "Tops" Activity, F58.

Rotating Machines:
Procedure in Balancing Large Hydro-Electric Units, by J. C. Gaylord, *M25.

Ruby Dam:
Foundations to be Started, Ju164.

Rural Electrification:
Advertising's Place in Rural Electrification, by Eugene C. Schuh, Ju117.
Artificial Light Makes Pecans Fatter, J31.
Building the Farm Lighting Load, by Walter E. Potter, Ju119.
Can We Make it Pay? by A. C. McMicken, *Ju69.
Conference to Discuss Farm Electrification, J31.
Drainage by Pumping Improves Soil, by Ben W. Faber, *M47.
Electrical Magic in Agriculture, by Joe K. Ellsworth, *Ju154.
Electricity Tests Seed Germination Standards, M47.
Farm Equipment Dealer Cooperation, by W. R. Newmyer, Ju117.
Field Experience With the New Meter Sequence, by C. P. Taylor, Ma40.
Formation of Tri-County Cooperative, A84.
Low Cost Air Treating for Rural Homes, by F. A. Brooks, A44.
Making Acquaintances and Securing Prospects, by Ben W. Faber, Ju116.
New Electric Brooder Has Insulated Hover, Ma45.
New Electric Farm Equipment, by Eugene C. Schuh, Ju118.
New REA Allotments Made in West, J60.
Nursery Speeds Propagation With Soil Heating Cable*, J31.
Orange Growers Profit by X-Ray Inspection, *M46.
Practices in Promoting and Recording Rural Business, by K. W. Browning, Ju120.
REA Projects Started, More Allotments Made, Ju175.
REA Recognizes a Fact, M50.
Survey of Farm Use of Electricity in Hood River Valley, J30.
The Rural Line Built — The Job Just Started, by J. C. Scott, Ju115.
Turkeys Thrive in Pit-Type Brooder, by S. J. Holsinger, *Ma44.

Ruskin Project:
B. C. Co. to Install 47,000-Hp. Turbine, A83.

S

Salt River Valley Users Assoc.:
Distribution Improvements Feature Program, F42.

San Diego Consolidated Gas and Elec. Co.:
Airplane Factories Continue Boom in San Diego, by A. E. Holloway, F59.
35,000 Kw. Steam Unit for San Diego System, by L. M. Klauber, F36.

San Joaquin Light & Power Corp.:
Power Growth Requires New Facilities, by L. J. Moore, F39.
San Joaquin Valley Dealers Top Sales in 1936, by Frank Easton, *F60.
San Joaquin Valley Nears Boom Conditions Again, by E. G. Stahl, F60.

Seattle City Light:
Awards Bids, Calls for More, A82.
Ruby Dam Foundations to be Started, Ju164.
To Expand Commercial Department, by Phil Spowart, *F62.
Two Power Measures Ruled Off Ballot, F76.

Shows and Expositions:
(See Expositions and Shows.)

Sierra Pacific Power Co.:
Celebrates Increased Use, Ju172.
Is Proud of Dealer Business in 1936, by Fred Hodge, F62.
Sierra Pacific Program Contemplates System Growth, by V. D. Armstrong, F41.

Sit-Down, A70.

Southern Calif. Edison Co. Ltd.:
Budgets $6,500,000, by N. B. Hinson, F38.
Edison Takes Over Vernon Plant, Ju160.
Power Rates Go Down, Ju160.
Meter Obsolescence and Replacement, *Ma38.
Special Dividend Declared by Edison Company, J60.
Tops Highs in All Records, by W. L. Frost, *F63.
Yesterday and Tomorrow, by W. C. Mullendore, Ju157.
What is "The Company," by W. C. Mullendore, *M23.

Southern Colorado Power Co.:
Inaugurates Dealer Policy, by G. W. Milliken, *F63.

Speaking About Weather, J55.

Steam Plants:
Construction and Additions to, F37.

Stone & Webster:
Portland Utilities Under Unified Management, Ju168.

T

TVA:
Supreme Court May Review TVA Injunction Dismissal, Ju166.

Tacoma, City of:
Continues Long Terms, by A. Anderson, F64.
Plans System Improvements, by A. D. Francis, F41.

Transformers:
Auto Transformers Improve Service on Long Feeders, by C. H. Koch, *J47.
Distribution Transformer Loading, by F. H. Ferguson, A33.
Experience Proves Value of Banking Transformers, *J49.

Transmission and Distribution:
All-Wood Construction of Sub-Transmission Lines, by O. P. Reed, *J47.
Development of Low-Cost Distribution Systems, by R. J. Davidson, Ju148.
Developing Lower Cost Distribution Systems, by R. J. Davidson, *A35.
Distribution Transformer Loading, by F. H. Ferguson, *A33.
Isolated Plants for Small Towns, by C. P. Eliot, Ju129.
Public Service Co. of Colorado to Construct 55 Miles of New Distribution Lines, F38.
Recent Developments in Transmission and Distribution Apparatus, by John Bankus, *Ju142.
Reconductoring and Resinsulation of Transmission Lines Outlined, F37.
Shoshone Transmission Line Reconductored and Resinsulated, F37.
Stability Studies Permit Increased Power Flow, by C. E. Cannon, *Ju124.
Utilities Outline Programs, F37.

Turbines:
Field Inspection Practices in Turbine Maintenance, by John M. Dodds, *M27.
Hydraulic Repair Practice, by T. C. Stavert, *Ju67.
Turbine Supervisory Instruments Check Operating Conditions, *Ju68.

U

Underground Systems:
Field Experience With Low Cost Residential Underground, by A. W. Flippin and C. R. Machen, *Ju58.

U. S. Bureau of Reclamation:
Big Electrification Project Planned for Idaho, Ju166.
Utah Copper Company, Ju107.
Utah Power and Light:
A United Front on Sales, by Dr. Adam S. Bennion, Ju92.
An Inventory of Our Line, by George M. Gadsby, Ju87.
Central Station Electric Service in Utah, by J. A. Hale, Ju107.
Meter Tests Prove Low Cost of Appliance Use, A55.
Decision Awaited on Ogden and Provo Cases, F70.
Utah Coordination Department Reports Outstanding Year, by L. E. Baldwin, *F64.
Utah Power Stages Sales Convention of its Own, A51.
U. P. and L. Studies System Efficiency, by J. A. Hale, F43.
Utilities:
How to Sell the Minimum Customer, *Ju75.
Northwest Plants Need Water, J58.
Opportunities—in Statistics, F50.
Portland Utilities Under Unified Management, Ju168.
Pooled Power, Ma48.
"Ready Kilowatt" Adopted by Many Western Utilities, A52.
Report Gains for 1936, M64.
Utility Sales Executives Seek New Aids for Dealers, A66.
Utility Salesmen Show Many Means to Bigger Sales, A68.

V

Vacuum Tubes:
Vacuum Tubes in Action—V, by H. C. Stanley, *A43.
Vacuum Tubes in Action, by H. C. Stanley, *Ma43.
Vacuum Tubes in Action, by H. C. Stanley, *M32.
Vernon, City of:
Edison Takes Over Plant, Ju160.
Vibration:
Procedure in Balancing Large Hydro-Electric Units, by J. C. Gaylord, *M25.

W

Water Heaters:
All Industry Joins in Symposium to Build Business, A63.
Astounding Market Promises Expanding Sales and Load, *A61.
Distributors Point Out Need for Co-operation, Information, A64.
Manufacturers Take Broad View Emphasize Inter-Relations, A63.
The Northwest Offers a Model in Co-operative Marketing, A65.
Trial Plan to Promote Ranges, Water Heaters, by J. F. McAllister, Ju95.
Utility Sales Executives Seek New Aids for Dealers, A66.
Utility Salesmen Show Many Means to Bigger Sales, *A68.
Washington Water Power Co.:
Asks Permission to Buy Chelan Co., Ju172.
Budgets $1,250,000 and Billion Kw.-Hr. Load, by J. E. E. Royer, F42.
Reduces Rates, M58.
Spokane Region Dealers Do Record Year's Business, by Lewis A. Lewis, *F66.
Trade-In Features Spokane Range Campaign, M38.
Westinghouse Electric Mfg. Co.:
Bring Kitchen Clinics on Western Tour, *M35.
Makes Seattle Promotions, F80.
Survey Points the Way to Greater Range Sales, M38.
West Kootenay Power & Light Co.:
To Build Hydro Plant, Ju164.
Western Colorado Power Co.:
Dealers Aided to Best Year's Sales, by R. R. Rowell, *F66.
Western Furniture Exchange:
Seven Entertainment Services for Every Home Predicted, *Ma28.
Streamline Slogan for S. F. Market Week, J36.
Western Wins National Window Display Contest, J36.
Wholesalers:
Attend Record Meeting, Ma72.
Opportunities in Statistics, F50.
Wiring:
At Last a Standard Agreed to by All Groups, *A46.
Development League Will Stress Adequate Wiring, by F. L. Hockensmith, F54.
Embarrassing Questions That We Want the Public to Ask, *Ju52.
Local Wiring Program Suggested in Skits, *Ju153.
New Types of Wiring Assemblies, by S. B. Clark, Ju134.
Razors Sell Wiring, J55.
Sales Tools for Wiring, A71.
Wiring Booklet Issued by Bureau for Public, A54.

Obituary

Stitt, Herbert, *J65.
Thomson, Professor Elihu, A87.

Personal

Allen, Clyde E., *M68.
Alvord, Raymond L., *Ju158.
Bullock, James A., *M69.
Burns, J. J., Ma80.
Davis, Laurence W., M49.
Fulford, Tom D., A87.
Fuller, L. B., Ju176.
Griffin, C. W., Ma80.
Hale, J. A., Ju176.
Hume, Fred J., Ma77.
Johnson, Pat, A87.
Merwin, L. T., *Ma76.
Miller, George, Ma77.
Olson, H. A., Ma76.
Perkins, E. F., J66.
Rankin, George M., J41.
Strong, R. T., *Ju179.
West, George S., Ma80.

Authors' Index

A

Adams, E. H., "Public Relations, the Responsibility of Commercial Departments" Ju91
Armstrong, V. D., Sierra Pacific Program Contemplates System Growth. F41

B

Bakeman, C. T., "Commercial Cooking Report" Ju108
Baldwin, L. E., Utah Coordination Dept. Reports Outstanding Year..... F64
Bakeman, C. T., "Street and Highway Lighting for Safety"..... Ju112
Bankus, John, "Recent Developments in Transmission and Distribution Apparatus" *Ju142
Bennion, Dr. Adam S., "A United Front on Sales" Ju92
Bigelow, George E., Nevada-California Starts New Dealer Program..... F64
Bocarde, G. B., "Commercial and Industrial Lighting Report"..... Ju110
Bowman, S. J., "Introductory Statement" Ju114
Brenton, Walter, "Kitchen Design—An Aid to Load Building..... Ma41
Brenton, Walter, "Kitchen Design—An Aid to Loadbuilding"..... Ju138
Brenton, Walter, New Facilities Required for "Pepco" Record Load..... F39
Bridgwater, M. M., "Arizona Power Company Builds Transmission Lines. F39
Brooks, F. A., Low Cost Air Treating for Rural Homes..... *A44
Browning, K. W., "Practices in Promoting and Recording Rural Business" Ju120
Buman, James B., Northwestern Associated Dealers Experience Fine Year. F55

C

Cannon, C. E., "Stability Studies Permit Increased Power Flow"..... *Ju124
Carpenter, H. V., "Electrical Heating of Residences" A37
Carpenter, H. V., "Electrical Heating of Residences" *Ju137
Chamberlain, J. Clark, Launch San Diego Program with Small Appliances F59
Clark, S. B., "New Types of Wiring Assemblies" Ju134
Coleman, J. O'R., "Some Developments in Utility Engineering Nationally"..Ju123
Crawford, M. T., "1937 Revision of N.E.C. as Is Affects Utility Companies" Ju133
Crawford, H. M., Seasons Defied in Northern Calif. Cooperative Drives..*F56

D

Davidson, R. J., "Development of Low-Cost Distribution Systems"...Ju148-*A35
Davidson, R. J., "Status of Electric Farm Fences in Oregon"..... *Ju141
Davis, Guy, Broaden Dealer Program in Pacific P. & L. Territory..... *F57
DeBard, Davis M., "Do Not Anchor Here" Ju88
Desmond, G. M., Bureau of Power & Light Prepares for Growth..... F43
Dorgan, Estella, "Making Certain That Small Appliances Are Used"..... Ju98
Dodds, John M., "Field Inspection Practices in Turbine Maintenance".*M27

E

Easton, Frank, San Joaquin Valley Dealers Top Sales in 1936..... *F60
Eliot, C. P., "Isolated Plants for Small Towns" *Ju129
Ellerbeck, George, "Industrial Power and Heating" Ju105
Elliott, A. W., Boulder Power Market Sought by L. A. Bureau..... *F53
Ellis, J. D., "1936 Personal Accident Experience of Member Companies". Ju140
Ellsworth, Joe K., "Electrical Magic in Agriculture" Ju154

F

Faber, Ben W., Drainage by Pumping Improves Soil *M47
Faber, Ben W., "Making Acquaintances and Securing Prospects"....Ju116
Faller, Guy W., "Ours is a Twofold Responsibility" *Ju47
Ferguson, F. H., "Distribution Transformer Loading" *A33
Ferguson, F. H., "Distribution Transformer Loading" Ju148
Fillmore, Beth, "Group User-Classes". Ju98
Finch, Nancy, "Home Service Report" Ju96
Fleming, George A., "Looking Ahead to 1980" *A31
Flippen, A. W., Field Experience With Low Cost Residential Underground. *Ju58
Francis, A. D., City of Tacoma Plans System Improvement F41
Frost, W. L., Edison System Tops Highs in All Records..... *F63

G

Gadsby, George M., "An Inventory of Our Line" Ju87
Gadsby, George M., "This is 1937—So Let's Be That Way"..... *Ju46
Gale, R. E., Idaho Power and Dealers Continue Strong Sales Drive..... F53
Gaylord, J. C., "Procedure in Balancing Large Hydro-Electric Units..... *M25
Geering, Grafton R., "Methods of Detecting Current Diversion"..... Ma39

INDEX

Greisser, A. H., "Economics of Industrial Power Plants".....Ju132
Groch, Fred R., Domestic Loads and Annual Load Factor.....*A41

H

Hale, J. A., "Central Station Electric Service in Utah".....Ju107
Hale, J. A., Utah Power and Light Studies System Efficiency.....F43
Halpenny, R. H., Nevada-California Corp. May Top $2,000,000.....F43
Heitzler, A. H., "Public Service Co. Budgets $3,688,410".....F37
Herrington, Audrey, "How to Handle a Trouble Call on a Range".....Ju97
Herrington, Audrey, "What Customers Want to Know".....Ju97
Hertz, J. D., "Carrier Communication Over Distribution Circuits".....Ju126
Hinson, N. B., "Southern Calif. Edison Budgets $6,500,000".....F38
Hockensmith, F. L., Development League Will Stress Adequate Wiring.F54
Hodge, Fred, Sierra Pacific is Proud of Dealers Business of 1936.....*F62
Holloway, A. E., Airplane Factories Continue Boom in San Diego.....F59
Holsinger, S. J., "Turkeys Thrive in Pit-Type Brooder".....*Ma44
Huyck, Charles L., "Westward the Course of Empire".....*Ju56

I

Ingraham, F. M., "Utility Attitude Toward Promotion of Socket Appliances".....Ju95

J

Jackson, Glenn L., Copco and Mt. States Direct Effort on Minimum Group.....F52
Jones, R. G., Economy, the Goal of Sequence Change.....A42

K

Kellogg, C. W., "The Industry Looks Ahead".....*Ju156
Klauber, L. M., "35,000 Kw. Steam Unit for San Diego System.....F36
Klose, Julius, "Report on Weathering of Socket Meters".....*A39
Koch, C. H., "Auto Transformers Improve Service on Long Feeders".....*J47
Kurtichanof, L. E., "Electrical Features of the Bonneville Project"..*Ju127

L

Leach, Harvey, "Rural Advertising".Ju104
LeFever, O. L., "Methods of Protection Against Oil Fires".....Ju130
Lewis, F. B., "Fulfilling Our Obligation".....*Ju49
Lewis, A. Lewis, Spokane Region Dealers Do Record Year's Business..F66
Lightbody, James, "Utility Advertising".....Ju102
Lombard, E. E., "Outlines Indentured Apprenticeship Plan".....Ju159

M

Machen, C. R., Field Experience With Low Cost Residential Underground.*Ju58
MacFadden, F. P., Dealers Do More Business on Puget Sound Lines.....F59
Madison, George W., "Home Modernization".....Ju93
Mainwaring, W. C., B. C. Electric Launches New Dealer Plan.....*F50
Mainwaring, W. C., 'Relationship Between Commercial and Engineering Departments".....*Ju122
Mainwaring, W. C., "Response to Welcome".....Ju88
Mak, Carl C., "Rigid Conduit vs. Cable for Customers' Services".....M31
Maxwell, R. S., "Causes of Accidents Among Commercial Fleet Operators".....*Ju139
Markwart, A. H., Plant Expansion Planned by P. G. and E.....F41
McAllister, J. F., "Trial Plan to Promote Ranges, Water Heaters".....Ju95
McGrath, W. H., Puget Sound Power and Light Plans $1,761,000 Program..F43
McLean, Corbett, "Recent Developments in Utilization of Electric Service".....Ju138
McMicken, A. C., Pepco Works for Joint Range Promotion.....F57
McMicken, A. C., Rural Electrification —Can We Make It Pay?.....*Ju69
McNaughton, E. F., "Informal Investigation—A New Approach to Regulation.....*Ju54
Melvin, H. L., "Protection of Equipment from Over-Voltages".....Ju147
Miller, Russell F., "Increasing the Capacity of the Northwest's Largest Boiler".....J42 and Ju129
Milliken, G. W., Southern Colorado Power Inaugurates Dealer Policy....F63
Moore, L. J., San Joaquin Power Growth Requires New Facilities.....F39
Morairty, A. F., Home Service Girls Sell for Central Arizona.....*F52
Mullendore, W. C., "What is 'The Company'?".....*M23
Mullendore, W. C., Ignorance Breeds Obstacles.....*J27
Mullendore, W. C., "Yesterday and Tomorrow".....*Ju157

N

Newmeyer, W. R., "Farm Equipment Dealer Cooperation".....Ju117

P

Pearson, E. F., Northwestern Electric Prepares for Load Growth.....F42
Potter, Walter E., "Building the Farm Lighting Load".....Ju119
Potter, Walter E., "Home Lighting Progress".....Ju100
Potter, Walter E., "Selling Better Light".....Ju103

R

Rauch, Edith, "Radio Programs That Sell".....Ju99
Ray, A. W., "In Quest of Light and Intelligence".....Ju71
Reed, O. P., All-Wood Construction of Sub-Transmission Lines.....*J47
Reed, O. P., Experience Proves Values of Banking Transformers.....*J49
Robertson, L. M., Modernization Improves Hydro Plant Efficiency.....*J48
Robinson, R. H., "Let's Use Night Air to Sell Air Conditioning.....Ma42
Roe, F. L., Distribution Improvements Feature Salt River Program.....F42
Rowell, R. R., Western Colorado Dealers Aided to Best Year's Sales..F66
Royer, J. E. E., W.W.P. Budgets $1,-250,000 and Billion Kw.-Hr. Load....F42

S

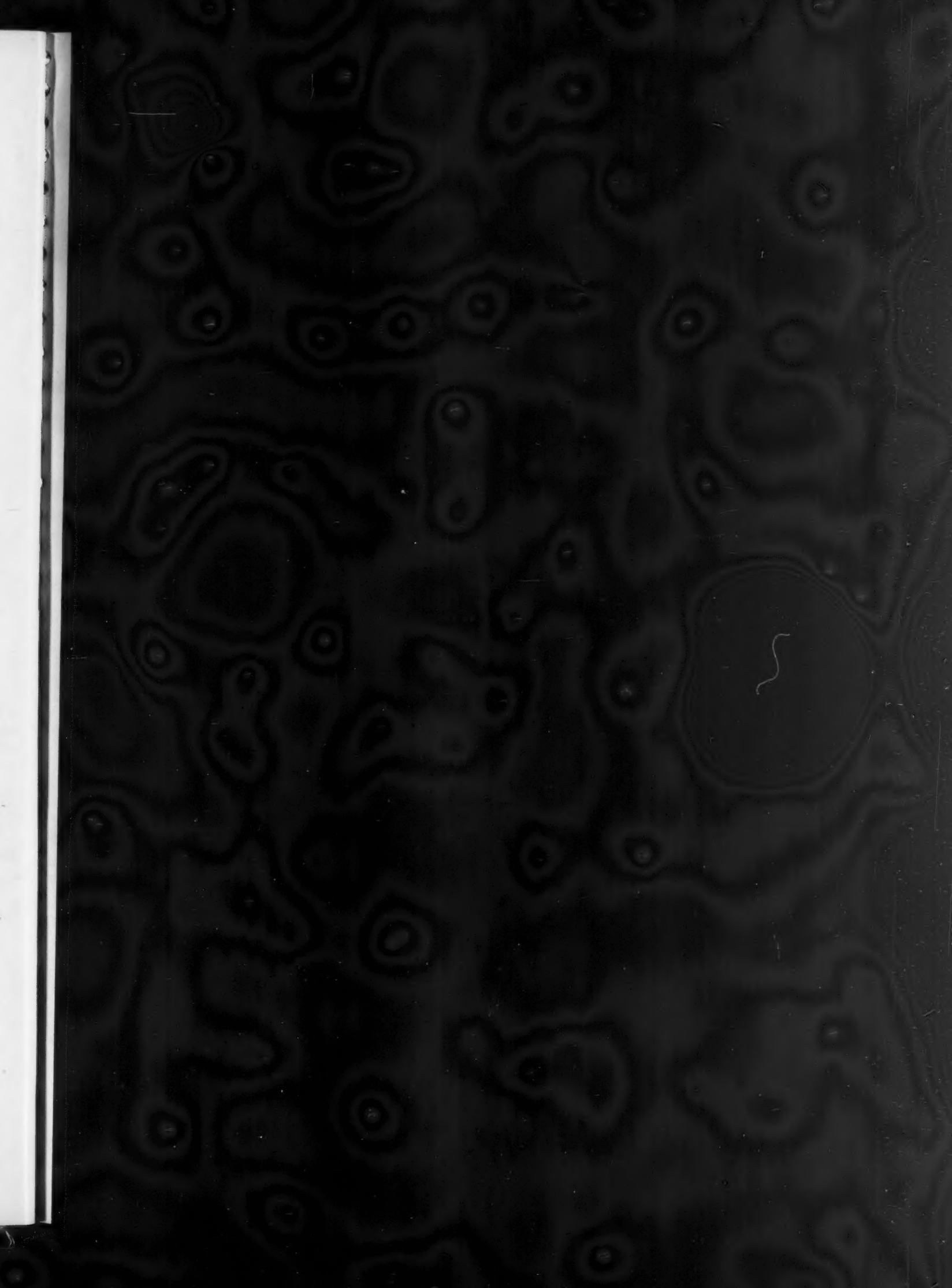
Schuh, Eugene C., "Advertising's Place in Rural Electrification".....Ju117
Schuh, Eugene C., "New Electric Farm Equipment".....Ju118
Scott, J. C., "The Rural Line Built—The Job Just Started".....Ju115
Senger, H. L., "Idaho Power Additions to Total $3,040,000".....F36
Shaw, J. Homer, "The Utility Lighting Sales Organization".....Ju111
Spowart, Phil, Seattle City Light to Expand Commercial Dept.....F62
Stahl, E. G., San Joaquin Valley Nears Boom Conditions Again.....F60
Stanley, H. C., 'Vacuum Tubes in Action".....*M32
Stanley, H. C., "Vacuum Tubes in Action".....*A43
Stanley, H. C., "Vacuum Tubes in Action.....*Ma43
Stavert, T. C., "Hydraulic Repair Practice".....*Ju67
Stevens, Kyle M., "The Operators' Viewpoints on Demand Meter Practice".....Ju65

T

Taylor, C. P., "Field Experience With the New Meter Sequence".....Ma40
Tenney, George C., "The Challenge From Federal Power Developments".Ju90
Thatcher, Reno, "Meter Developments and Improvements".....*Ju136

W

Welch, Ardell, "Selling All-Electric Kitchens".....Ju99
Wisting, George H., Introductory Statement.....*Ju86
Woodward, A. A., Preliminary Cost Data on Small Steam Plants.....*J45

Y

Yates, J. E., "Aspects of Air-Conditioning".....Ju113